



2004 SBA Small Business Advocate Award Nomination Guidelines

Nominations must be typewritten on one side of 8 1/2" x 11" white stationery, collated and secured in a 1 1/2" binder. Incomplete nomination packages will not be considered. A complete nomination package will include, in the following order:

1. A single cover page with —
 - The nominee's full name, title, business and home addresses with telephone and fax numbers
 - The award for which the advocate nomination is being made (Financial Services, Minority, Veteran, Women in Business, Journalist & Exporter)
 - The nominator's name, title, place of business, business address and telephone number
 - A one-paragraph description of the profession/occupation for all Advocate of the Year nominations.
2. A completed **SBA Form 898** (Biographical Data) and **SBA Form 2137** (Consent for Disclosure of Information) available from SBA's Harlingen District website, <http://www.sba.gov/tx/harlingen> and click on 2004 Small Business Week Awards. For "team" nominations for Small Business Person of the Year, Forms 898 and 2137 are required for each team member.
3. An original 8" x 10" or 5" x 7" photo of the nominee; photocopies are not acceptable. In addition, a digital photo (submitted on disk) of the nominee would be helpful to aid in promotion of the eventual winner.
4. A nomination letter, not exceeding two pages.
5. A brief biography of the nominee, not exceeding one page.
6. A business profile, not exceeding one page.
7. A concise statement of the qualities and performance that merit the award, not to exceed two pages. See page 2 for selection criteria to help you prepare this statement.
8. Any other support documentation deemed significant by the nominator, including news clips, letters of recommendation, and other evidence of the appropriateness of the nomination. Support documentation must not exceed 10 pages. Videos will not be considered.

WHERE TO SEND COMPLETE NOMINATION PACKAGES

For the Harlingen District Office:

U.S. Small Business Administration
222 East Van Buren, Suite 500
Harlingen, TX 78550-6855
Attn.: Small Business Awards Committee
Questions: Contact Gracie Guillen
at 956-427-8533, x225 or via email at
graciela.guillen@sba.gov

For the Corpus Christi Branch Office:

U.S. Small Business Administration
3649 Leopard Street, Suite 411
Corpus Christi, TX 78408
Attn: Small Business Awards Committee
Questions: Contact Debbie Fernandez
at 361-879-0017, x30 or via email at
debbie.fernandez@sba.gov

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Financial Services Advocate of the Year

Individuals who assist small businesses in obtaining financing, either directly or through advocacy efforts to increase the availability of financial services, may be nominated.

Evaluation Criteria:

- Outside of regular business duties, the amount and quality of assistance given small businesses to obtain financing.
- Advocacy of changes in the financial services industry to assist small companies.
- Encouragement of the flow of investment capital to small ventures.
- Active support for legislative or regulatory action designed to help small firms.
- Other significant contributions through the financial services industry to advance small business interests.

Minority Small Business Advocate of the Year

Individuals who have fulfilled a commitment to support minority entrepreneurship may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Volunteer efforts beyond business/professional responsibilities to advance minority small business interests within the community, state and/or nation.
- Demonstrated efforts to improve conditions in the minority small business community as a whole, not solely for individual personal advancement.
- Voluntary provision of professional services to the minority small business community in a legal, legislative, managerial or financial capacity.
- Demonstrated accomplishments in advising minority small business groups of opportunities within the overall business community.
- Other accomplishments demonstrating the nominee's merit as an effective advocate for minority small business interests.

Veteran Small Business Advocate of the Year

Individuals who have fulfilled a commitment to advancing small business opportunities for veterans of the U.S. armed forces may be nominated. Nominees may or may not be veterans.

Evaluation Criteria:

- Active support for legislative or regulatory action designed to help small businesses.
- Evidence of increased business opportunities for veterans as a result of the nominee's actions.
- Advisory activities to improve awareness among veterans' groups of small business opportunities.
- Advocacy of special consideration for veteran-owned small businesses in government policymaking.
- Demonstrated accomplishment in obtaining support within the community for the establishment of veteran-owned small businesses.
- Other accomplishments demonstrating the nominee's effective advocacy of veteran-owned small businesses.

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Women in Business Advocate of the Year

Individuals who have fulfilled a commitment to the advancement of women's business ownership may be nominated. Nominees may or may not be small business owners.

Evaluation Criteria:

- Active support for legislative or regulatory action designed to help small businesses.
- Efforts to increase business and financial opportunities for women.
- Legal, financial or managerial assistance provided to enhance women's business ownership.
- Volunteer efforts to strengthen the role of women business owners within the community.
- Advocacy of the women-owned business community as a whole, not solely for individual personal advancement.
- Other accomplishments demonstrating effectiveness in improving the environment for the creation and expansion of businesses owned and operated by women.

Small Business Journalist of the Year

Journalists representing television, radio, electronic or print media may be nominated. Sample articles or tapes are encouraged.

Evaluation Criteria:

- Concerted efforts to increase public understanding of the importance of small business contributions to the economy.
- Contributions of news and feature stories, editorials, columns and commentary that highlight and analyze small business issues.
- Voluntary community service aimed at enhancing small business opportunity and growth.
- Other achievements that exemplify the nominee's media efforts to improve the understanding of the role of small business in the U.S. economy.

Small Business Exporter of the Year

Any individual who owns and operates a small business engaged in exporting may be nominated.

Evaluation Criteria:

- Increased sales, profits and/or growth of employment because of exporting. (The nomination package must include profit-and-loss statement and balance sheets for the past three years.)
- Creative overseas marketing strategies, with a description of the products expanded and markets served.
- Effective solutions to export-related problems.
- Demonstrated encouragement of other small businesses to export.
- Volunteer assistance to other small businesses entering the export market.
- Cooperation with other businesses in the creation of export trading companies and/or introduction of unique trading relationships, products or services.